

U.S. Appl. No. 09/878,581  
Reply to Final Office Action dated June 29, 2006

Expedited Examination Response Under 37 C.F.R. §1.116  
PATENT  
450100-03278

**IN THE SPECIFICATION**

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AUG 17 2006

Please amend the Title as follows:

--IMAGE CONTENT AND ADVERTISEMENT DATA PROVIDING  
METHOD, ~~IMAGE CONTENT PROVIDING SYSTEM, IMAGE CONTENT~~  
~~PROVIDING AND APPARATUS, PROGRAM STORAGE MEDIUM STORED~~  
~~WITH PROGRAM PROVIDING IMAGE CONTENT, ADVERTISEMENT~~  
~~IMAGE PROVIDING APPARATUS, PROGRAM STORAGE MEDIUM~~  
~~STORED WITH PROGRAM PROVIDING ADVERTISEMENT IMAGE,~~  
~~IMAGE CONTENT REPRODUCING APPARATUS, PROGRAM STORAGE~~  
~~MEDIUM STORED WITH PROGRAM REPRODUCING IMAGE CONTENT,~~  
~~ADVERTISEMENT CHARGE TOTALIZING SYSTEM, ADVERTISEMENT~~  
~~CHARGE TOTALIZING METHOD AND PROGRAM STORAGE MEDIUM~~  
~~STORED WITH PROGRAM TOTALIZING ADVERTISEMENT CHARGE--~~